

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Previously presented) A method of providing beauty advice, the method comprising:

receiving user-specific information;

accessing a data structure containing information reflecting relationships between categories of user-specific information and beauty advice, the information reflecting relationships derived from at least one of consumer preferences and expert advice;

comparing, using an artificial intelligence engine, the received user-specific information with the accessed data;

identifying, using the artificial intelligence engine, beauty advice determined by the artificial intelligence engine to be related to the user-specific information; and

providing the identified beauty advice to the user.

2. (Original) The method of claim 1, wherein the user-specific information includes personal information of at least one of skin type, skin tone, hair style, hair color, cosmetic color and product preferences, allergy information, demographic information, climate information, lifestyle information, fashion preferences, prior purchases, prior expressed interest, and prior browsing patterns.

3. (Original) The method of claims 1 or 2, wherein the user-specific information includes an identification of at least one user-specified product.

4. (Original) The method of claim 1, wherein the artificial intelligence engine is based on at least one of a neural network, constraint program, fuzzy logic, classification, conventional artificial intelligence, symbolic manipulation, fuzzy set theory, evolutionary computation, cybernetics, data mining, approximate reasoning, derivative-free optimization, and soft computing.

5. (Original) The method of claim 1 conducted, at least in part, in a network environment, wherein receiving user-specific information occurs via a network and in at least one location remote from the user, and wherein providing occurs via the network.

6. (Original) The method of claim 1, wherein the data reflecting relationships is data about at least one of consumer preferences and expert advice.

7. (Original) The method of claim 3, wherein the beauty advice includes a product recommendation, wherein during comparing the artificial intelligence engine process information relating to the at least one user-specified product, wherein during identifying the artificial intelligence engine identifies at least one product complementary to the at least one user-specified product, and wherein during providing, the user is advised of the at least one identified complementary product.

8. (Original) The method of claim 7, wherein both the at least one user-specified product and the at least one identified complementary product are cosmetic products.

9. (Original) The method of claim 7, wherein only one of the user-specified product and the identified complementary product is a cosmetic product.
10. (Original) The method of claim 7, wherein the user-specified product is a cosmetic product and the identified complementary product is at least one of an apparel product and an accessory product.
11. (Original) The method of claim 7, wherein the identified complementary product is a cosmetic product and the user-specified product is at least one of an apparel product and an accessory product.
12. (Original) The method of claim 3, wherein the user-specified product is at least two products, and wherein during identifying, the artificial intelligence engine identifies at least one product complementary to a combination of the at least two user-selected products.
13. (Currently amended) The method of claim 1, wherein the ~~data~~ information reflecting relationships is derived by surveying at least one of consumer preferences and consumer habits.
14. (Original) The method of claim 7, further comprising offering the user an opportunity to purchase the at least one user-specified product and the at least one complementary product.

15. (Original) The method of claim 7, wherein the at least one user-specified product has an associated aesthetic characteristic, and wherein the artificial intelligence engine is configured to identify at least one product with an aesthetic characteristic complementary to the aesthetic characteristic of the user-specified product.

16. (Original) The method of claim 7, further comprising providing the user with an option to indicate an interest in purchasing the at least one user-specified product, and wherein notifying the user of the at least one complementary product occurs before the user completes a purchase of the at least one user-specified product.

17. (Original) The method of claim 1, wherein the accessed data structure includes information characterizing a plurality of beauty products and information about suitability of combining at least some of the plurality of beauty products with other of the plurality of beauty products.

18. (Original) The method of claim 17, wherein information characterizing a plurality of beauty products includes information about cosmetic color.

19. (Original) The method of claim 17, wherein information characterizing a plurality of beauty products includes information about inter-beauty product compatibility.

20. (Previously presented) The method of claim 17, wherein receiving user-specific information includes receiving from the user a selection of a combination of at least two of the plurality of beauty products, wherein suitability of combining information is maintained on less than a universe of all combinations of the plurality of beauty products, and wherein when an individual selects a combination of beauty products for which suitability of combining information is not directly maintained, the artificial intelligence engine, during identifying, identifies a product likely to be complementary to the user-selected combination.

21. (Previously presented) A method of identifying a combination of complementary beauty products, the method comprising:

- maintaining information characterizing a plurality of beauty products;
- maintaining information about suitability of use of at least some of the plurality of beauty products with other of the plurality of beauty products;
- receiving from a user a selection of at least two of the plurality of beauty products;
- processing, using the artificial intelligence engine, information characterizing the at least two selected beauty products and suitability of use information to thereby identify at least one additional product, complementary to a combination of the at least two selected products; and
- notifying the user of the at least one additional product.

22. (Previously presented) The method of claim 21, further comprising maintaining personal information about the user, and wherein during processing, the artificial intelligence engine uses at least some of the personal information, information characterizing the at least two of the plurality of beauty products selected by the user, and at least some of the maintained suitability of use information.

23. (Previously presented) The method of claim 21 conducted, at least in part, in a network environment, wherein receiving the user selection occurs via a network and in at least one location remote from the user, and wherein notifying occurs via the network.

24. (Previously presented) A method of identifying complementary products, the method comprising:

- receiving from a user a selection of at least one user-specified product;
- accessing through an artificial intelligence search engine characterizations of a plurality of products;
- accessing through the artificial intelligence search engine information about relationships between at least some of the plurality of products;
- identifying, by the artificial intelligence engine, at least one recommended product complementary to the at least one user-specified product using at least the information about product relationships; and
- notifying the user of the at least one recommended complementary product.

25. (Previously presented) The method of claim 24 conducted, at least in part, in a network environment, wherein receiving the user selection occurs via a network in at least one location remote from the user, and wherein notifying occurs via the network.

26. (Previously presented) The method of claim 24, wherein both the at least one user-specified product and the at least one recommended complementary product are cosmetic products.

27. (Previously presented) The method of claim 24, wherein only one of the user-specified product and the at least one recommended complementary product is a cosmetic product.

28. (Previously presented) The method of claim 24, wherein the at least one user-specified product is a cosmetic product and the at least one recommended complementary product is at least one of an apparel product and an accessory product.

29. (Previously presented) The method of claim 24, wherein the at least one recommended complementary product is a cosmetic product and the user-specified product is at least one of an apparel product and an accessory product.

30. (Previously presented) The method of claim 24, wherein the user-specified product is at least two products, and wherein during identifying, the artificial intelligence engine identifies at least one product complementary to a combination of the at least two user-specified products.

31. (Previously presented) The method of claim 24, wherein the information about relationships is obtained by surveying at least one of consumer preferences and consumer habits.

32. (Previously presented) The method of claim 24, further comprising offering the user an opportunity to purchase the at least one user-specified product and the at least one recommended complementary product.

33. (Previously presented) The method of claim 24, wherein the at least one user-specified product has an associated aesthetic characteristic, and wherein the artificial intelligence engine is configured to identify at least one product with an aesthetic characteristic complementary to the aesthetic characteristic of the user-specified product.

34. (Previously presented) The method of claim 24, further comprising providing the user with an option to indicate an interest in purchasing the at least one user-specified product, and wherein notifying the user of the at least one recommended complementary product occurs before the user completes a purchase of the at least one user-specified product.



35. (Previously presented) The method of claim 34, wherein the characterizations of a plurality of products include characterizations of a plurality of cosmetic and non-cosmetic products, and wherein the information about relationships includes information about relationships between at least some of the plurality of cosmetic and non-cosmetic products.

36. (Previously presented) A system for providing beauty advice, the system comprising:

a data structure containing information reflecting relationships between categories of user-specific information and beauty advice, the information reflecting relationships derived from at least one of consumer preferences and expert advice;

an artificial intelligence engine, configured to receive and process the information reflecting relationships and user-specific information, to thereby identify beauty advice determined by the artificial intelligence engine to be related to the user-specific information; and

an interface for conveying the identified beauty advice to the user.

37. (Previously presented) The system of claim 36, wherein the user-specific information includes personal information of at least one of skin type, skin tone, hair style, hair color, cosmetic color and product preferences, allergy information, demographic information, climate information, lifestyle information, fashion preferences, prior purchases, prior expressed interest, and prior browsing patterns.

38. (Previously presented) The system of claims 36 or 37, wherein the user-specific information includes an identification of at least one user-specified product.

39. (Previously presented) The system of claim 36, wherein the artificial intelligence engine is based on at least one of a neural network, constraint program, fuzzy logic, classification, conventional artificial intelligence, symbolic manipulation, fuzzy set theory, evolutionary computation, cybernetics, data mining, approximate reasoning, derivative-free optimization, and soft computing.

40. (Previously presented) The system of claim 36, wherein the interface is a network interface configured to receive user-specific information via a network and in at least one location remote from the user, and to transmit the beauty advice to a user located remote from the artificial intelligence engine.

41. (Previously presented) The system of claim 36, wherein the information reflecting relationships includes data about at least one of consumer preferences and expert advice.

42. (Previously presented) The system of claim 36, wherein the beauty advice includes a product recommendation, wherein the user-specific information includes at least one user-specified product, wherein during identifying the artificial intelligence engine identifies at least one product complementary to the at least one user-specified product, and wherein during conveying, the user is advised of the at least one complementary product.

43. (Previously presented) The system of claim 42, wherein both the at least one user-specified product and the at least one identified complementary product are cosmetic products.

44. (Previously presented) The system of claim 42, wherein only one of the at least one user-specified product and the at least one identified complementary product is a cosmetic product.

45. (Previously presented) The system of claim 42, wherein the at least one user-specified product is a cosmetic product and the at least one identified complementary product is at least one of an apparel product and an accessory product.

46. (Previously presented) The system of claim 42, wherein the at least one identified complementary product is a cosmetic product and the at least one user-specified product is at least one of an apparel product and an accessory product.

47. (Previously presented) The system of claim 42, wherein the at least one user-specified product is at least two products, and wherein during identifying, the artificial intelligence engine identifies at least one product complementary to a combination of the at least two user-selected products.

48. (Previously presented) The system of claim 36, wherein the information reflecting relationships is derived by surveying at least one of consumer preferences and consumer habits.

49. (Previously presented) The system of claim 42, further comprising a purchase engine for offering the user an opportunity to purchase the at least one user-specified product and the at least one complementary product.

50. (Previously presented) The method of claim 42, further comprising a purchase engine for providing the user with an option to indicate an interest in purchasing the at least one user-specified product, and wherein the purchase engine notifies the user of the at least one complementary product before the user completes a purchase of the at least one user-specified product.

51. (Previously presented) The system of claim 42, wherein the at least one user-specified product has an associated aesthetic characteristic, and wherein the artificial intelligence engine is configured to identify at least one product with an aesthetic characteristic complementary to the aesthetic characteristic of the user-specified product.

52. (Previously presented) The system of claim 36, wherein the data structure includes information characterizing a plurality of beauty products and information about suitability of combining at least some of the plurality of beauty products with other of the plurality of beauty products.

53. (Previously presented) The system of claim 52, wherein information characterizing a plurality of beauty products includes information about cosmetic color.

54. (Previously presented) The system of claim 52, wherein information characterizing a plurality of beauty products includes information about inter-beauty product compatibility.

55. (Previously presented) The system of claim 52, wherein the user-specific information includes a user selection of a combination of at least two of the plurality of beauty products, wherein information about relationships is information on less than a universe of all combinations of the plurality of beauty products, and wherein when an individual selects a combination of beauty products for which suitability of combining information is directly not maintained, the artificial intelligence engine is configured to identify a product likely to be complementary to the user-selected combination.

56. (Original) A system for identifying a product complementary to a selected product, the system comprising:

- an interface for receiving from a user a selection of at least one of a plurality of products;
- at least one location for storing information characterizing the plurality of products;
- at least one location for storing information about suitability of using at least one of the plurality of products with at least one other of the plurality of products;
- at least one location for storing personal information about a user; and
- an artificial intelligence engine configured to process information reflective of the at least one user-selected product, at least some of the characterizing information, at least some of the suitability information, and at least some of the personal information, and to identify therefrom at least one product complementary to the at least one user-selected product.

57. (Previously presented) The system of claim 56, wherein the artificial intelligence engine is based on at least one of a neural network, constraint program, fuzzy logic, classification, conventional artificial intelligence, symbolic manipulation, fuzzy set theory, evolutionary computation, cybernetics, data mining, approximate reasoning, derivative-free optimization, and soft computing.

58. (Previously presented) The system of claim 56, wherein the interface is configured to receive from the user a selection of at least two products, and wherein the artificial intelligence engine is configured to identify at least one product complementary to the at least two selected products.

59. (Previously presented) The system of claim 56, wherein the information about suitability of using is based on a survey of consumers.

60. (Currently amended) The system of claim 56, wherein the information about suitability of using is based on expert advice.

61. (Previously presented) The system of claim 56, further comprising a purchase engine for offering the user an opportunity to purchase the at least one selected product and the at least one complementary product.

62. (Previously presented) The system of claim 56, wherein the at least one product selected by the user has an associated aesthetic characteristic, and wherein the artificial intelligence engine is configured to identify at least one product with an aesthetic characteristic complementary to the aesthetic characteristic of the at least one selected product.

63. (Previously presented) The system of claim 56, wherein the at least one product selected by the user and the at least one complementary product are each chosen from at least one of cosmetics, apparel, and accessories.

64. (Previously presented) The system of claim 56, wherein the user interface is configured to receive from the user an indication of interest in purchasing the at least one product, and as a conduit for notifying the user of the complementary product before the user completes a purchase of the at least one selected product.

65. (Previously presented) The system of claim 56, wherein the user selection of at least one product is a cosmetic, and wherein the at least one complementary product is a cosmetic product that aesthetically and physically complements the at least one selected product.

66. (Previously presented) The system of claim 56, wherein the user selection of at least one product is a beauty product chosen from at least one of tangible merchandise, services, diagnostics, beauty regimen, and advice.

67. (Previously presented) The system of claim 56, wherein personal information includes information relating to at least one of prior product selection, physical characteristics, and a user preference.

68. (Previously presented) The system of claim 56, wherein the personal information includes a prior product selection by the user, wherein the artificial intelligence engine is configured to process the prior product selection, and wherein during providing, a product recommendation is presented to the user.



69. (Previously presented) A method of identifying complementary products, the method comprising:

- receiving subject-specific information;
- using the subject-specific information to identify a first product;
- accessing through an artificial intelligence search engine characterizations of a plurality of products;
- accessing through the artificial intelligence search engine information about relationships between at least some of the plurality of products;
- identifying, by the artificial intelligence engine, a second recommended product complementary to the first product based on at least the information about relationships; and
- notifying the user of the second recommended complementary product.

70. (Previously presented) A method of recommending at least one complementary beauty product, the method comprising:

- causing at least one query to be presented to a subject;
- selecting a first beauty product based on the subject's response to the query;
- enabling a display of a simulation of the first beauty product applied on a facial image;
- enabling the subject to indicate whether the first beauty product is acceptable, wherein when the first product is indicated as being acceptable, the method further comprises
  - selecting at least one second beauty product complementary to the first beauty product based on information reflecting a relationship between the first beauty product and the second beauty product; and
  - enabling a display of a simulation of the first and second beauty products applied on the facial image.

71. (Previously presented) The method of claim 70, wherein the first beauty product is chosen from a category of beauty products pre-selected by the subject.

72. (Previously presented) The method of claim 71, wherein the category of beauty products is at least one of mascaras, eye shadows, eye liners, foundations, concealers, blushes, lip sticks, lip glosses, liners, hair treatments, and hair colorings.

73. (Previously presented) The method of claim 70, wherein the query prompts the subject to select at least one of a type of lifestyle and a type of look.

74. (Previously presented) The method of claim 70, wherein when the first product is indicated as being unacceptable, the method further comprises selecting an alternative first beauty product and enabling a display of a simulation of the alternative first beauty product applied on the facial image.

75. (Previously presented) The method of claim 74, further comprising selecting at least one alternative second beauty product complementary to the alternative first beauty product and enabling a display of a simulation of the alternative first and the alternative second beauty products applied on the facial image.

76. (Previously presented) The method of claim 74, further comprising enabling the subject to indicate whether the alternative first beauty product is acceptable.

77. (Previously presented) The method of claim 70, wherein enabling the subject to indicate whether the first beauty product is acceptable includes prompting the subject to indicate whether the subject believes the first beauty product has an acceptable appearance.

78. (Previously presented) The method of claim 70, wherein the first and second beauty products are complementary by virtue of at least one of aesthetic quality and brand name.

79. (Previously presented) The method of claim 70, wherein the simulation of the first beauty product applied on the facial image is replaced on a display by a simulation of the first and second beauty products applied on the facial image.

80. (Previously presented) The method of claim 70, wherein the simulation of the first beauty product applied on the facial image is displayed adjacent a display of the simulation of the first and second beauty products applied on the facial image.

81. (Previously presented) The method of claim 70, further comprising enabling the subject to indicate whether the second beauty product is acceptable, wherein when the second product is indicated as being unacceptable, the method further comprises selecting at least one alternative second beauty product complementary with the first beauty product and enabling a display of a simulation of the first beauty product and the alternative second beauty product applied on the facial image.

82. (Previously presented) The method of claim 70, further comprising enabling the subject to receive information informing the subject about purchasing at least one of the first beauty product and the second beauty product.

83. (Previously presented) The method of claim 70, wherein the facial image is a facial image of the subject.

84. (Previously presented) The method of claim 70, further comprising enabling the subject to alter the facial image based on a self-evaluation of the subject's face.

85. (Previously presented) The method of claim 70, wherein selecting the second beauty product further comprises identifying the second beauty product using an artificial intelligence engine.

86. (Previously presented) The method of claim 85, wherein the artificial intelligence engine is based on at least one of a neural network, a constraint program, fuzzy logic, classification, symbolic manipulation, fuzzy set theory, evolutionary computation, cybernetics, data mining, approximate reasoning, derivative-free optimization, and soft computing.

87. (New) The method of claim 21, wherein processing comprises:  
determining whether suitability of use information is maintained for the at least two selected beauty products;  
when suitability of use information is maintained, processing information characterizing the at least two selected beauty products and the suitability of use information to thereby identify at least one additional product complementary to a combination of the at least two selected products; and  
when suitability of use information is not maintained, determining at least one additional product complementary to a combination of the at least two selected products using information characterizing the at least two selected beauty products and an artificial intelligence process.

88. (New) The method of claim 21, wherein maintaining information about suitability of use comprises:

maintaining information about suitability of use of at least some of the plurality of beauty products with other of the plurality of beauty products, the information about suitability of use being derived from experts.

89. (New) The method of claim 21, wherein maintaining information about suitability of use comprises:

maintaining information about suitability of use of at least some of the plurality of beauty products with other of the plurality of beauty products, the information about suitability of use being derived from artificial intelligence.

90. (New) The method of claim 24, wherein accessing information about relationships comprises:

accessing through the artificial intelligence search engine information about relationships between at least some of the plurality of products, the information about relationships derived from experts.

91. (New) The method of claim 24, wherein identifying at least one recommended product complementary to the at least one user-specified product comprises:

identifying, by the artificial intelligence engine, at least one recommended product that is complementary to the at least one user-specified product and that is compatible with the user in at least one of a physical, physiological, biological, and aesthetic aspect, using at least the information about product relationships.